

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman et al.      Art Unit : 3714  
Serial No. : 10/798,340      Examiner : Ronald Laneau  
Filed : March 12, 2004      Confirmation No.: 5600  
Notice of Allowance Date: December 1, 2010  
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING  
ADVERTISING OVER NETWORKS

**MAIL STOP ISSUE FEE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed December 1, 2010, enclosed is a completed Issue Fee Transmittal Form PTOL-85b. The \$1510 required Issue Fee and the \$300 required Publication Fee are being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. No other fees are believed due. Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: March 1, 2011

  
Tonya S. Drake  
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